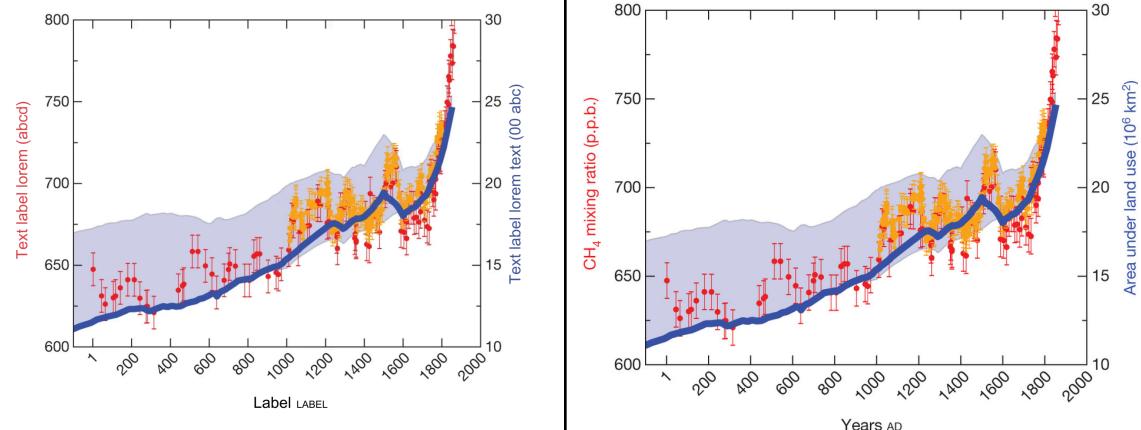


The following stimuli were prepared for Study 2 (attitude elicitation survey), drawing from images used in Study 1 and supplemented by additional images from the MassVis dataset. First Authors #1 and #2 collaborated to produce the topic-obscured versions of each visualization by replacing identifying titles, labels and annotations. Stimuli were organized into (4) ‘relative embellishment’ categories, and randomization blocks with (4) images : one from each category. Stimuli are identified by reference numbers: B[block number]-[embellishment category]. (*Note that in the data, the embellishment categories are represented as numbers where A=1, B=2, C=3, D=4*). We also include the ‘nicknames’ by which we referred to each stimulus colloquially as a research team, though these names were neither presented to participants, nor based on specific quotations.

REFERENCE	TOPIC-OBSCURED STIMULUS	(RAW) ORIGINAL VISUALIZATION																																																																																																																																																																																																																																																																																																																																																																																																																																					
B1-A “Spicy Heatmap” source: William Edmisten	<p>Here goes the title of this graph the title the title the labels of this graph listed the sides various things are listed here with variable names group this goes here the labels of this graph listed the sides various things are listed here with variable names group this goes here</p> <p>Here goes the description of this graph the description the description</p>	<p>Correlation between spices in recipes from allrecipes.com</p> <table border="1"> <thead> <tr> <th>Spice</th> <th>basil</th> <th>black pepper</th> <th>cayenne pepper</th> <th>cilantro</th> <th>cinnamon</th> <th>clove</th> <th>cumin</th> <th>curry</th> <th>dill</th> <th>garlic powder</th> <th>ginger</th> <th>nutmeg</th> <th>oregano</th> <th>paprika</th> <th>parsley</th> <th>rosemary</th> <th>sage</th> <th>sesame</th> <th>thyme</th> <th>vanilla</th> </tr> </thead> <tbody> <tr> <td>basil</td> <td>0.3</td> <td>-0.1</td> <td>0.2</td> <td>0.1</td> </tr> <tr> <td>black pepper</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>cayenne pepper</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>cilantro</td> <td>0.1</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>cinnamon</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>clove</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>cumin</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>curry</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>dill</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> 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<td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> </tr> <tr> <td>parsley</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> <td>0.1</td> <td>0.1</td> </tr> <tr> <td>rosemary</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> <td>0.1</td> </tr> <tr> <td>sage</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> <td>0.1</td> </tr> <tr> <td>sesame</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> <td>-0.1</td> </tr> <tr> <td>thyme</td> <td>0.1</td> <td>-0.1</td> <td>0.3</td> </tr> <tr> <td>vanilla</td> <td>0.1</td> <td>-0.1</td> </tr> </tbody></table> <p>Correlation matrix of spices from 91,000 recipes on allrecipes.com</p>	Spice	basil	black pepper	cayenne pepper	cilantro	cinnamon	clove	cumin	curry	dill	garlic powder	ginger	nutmeg	oregano	paprika	parsley	rosemary	sage	sesame	thyme	vanilla	basil	0.3	-0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	black pepper	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	cayenne pepper	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	cilantro	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	cinnamon	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	clove	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	cumin	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	curry	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	dill	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	garlic powder	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	ginger	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	nutmeg	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	oregano	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	paprika	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	parsley	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	rosemary	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	sage	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	sesame	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	thyme	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	vanilla	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1
Spice	basil	black pepper	cayenne pepper	cilantro	cinnamon	clove	cumin	curry	dill	garlic powder	ginger	nutmeg	oregano	paprika	parsley	rosemary	sage	sesame	thyme	vanilla																																																																																																																																																																																																																																																																																																																																																																																																																			
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black pepper	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1																																																																																																																																																																																																																																																																																																																																																																																																																				
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cilantro	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1																																																																																																																																																																																																																																																																																																																																																																																																																				
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clove	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1																																																																																																																																																																																																																																																																																																																																																																																																																				
cumin	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1																																																																																																																																																																																																																																																																																																																																																																																																																				
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nutmeg	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1	0.1	0.1																																																																																																																																																																																																																																																																																																																																																																																																																				
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paprika	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1	0.1																																																																																																																																																																																																																																																																																																																																																																																																																				
parsley	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.3	-0.1	0.1	0.1	0.1																																																																																																																																																																																																																																																																																																																																																																																																																				
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B2-A “Bluesy Stacked Area” source: The Economist via MassVis Dataset	<p>Heading goes here 2004-2009*</p> <p>Variable 1 text Variable 2 Variable 3 Variable</p> <p>Source: Here goes the</p> <p>*The texts of this graph down here</p>	<p>Iraq war deaths 2004-2009*</p> <p>Coalition forces Iraqi forces Insurgents Civilians</p> <p>Source: Guardian, WikiLeaks</p> <p>*No data for May 2004 and March 2009</p>																																																																																																																																																																																																																																																																																																																																																																																																																																					

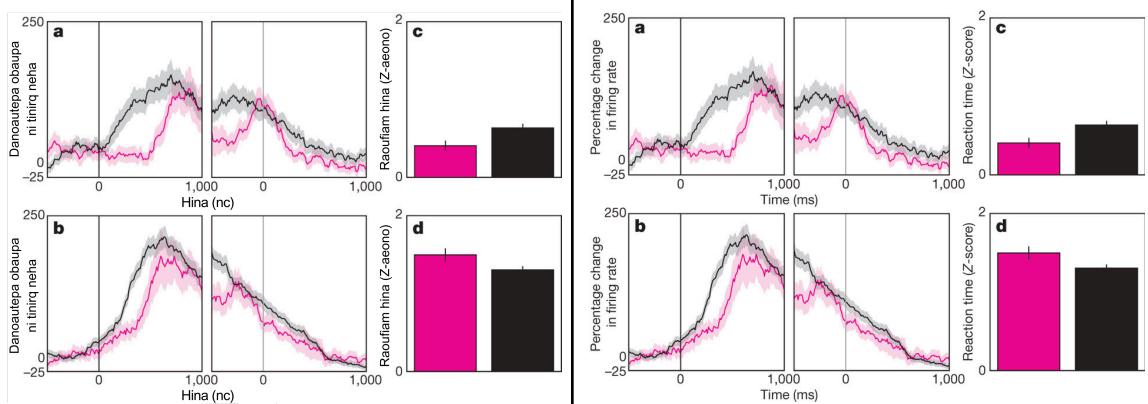
B3-A “Nature Mixed Plot”

source:
Nature
(academic
journal),
via MassVis
Dataset



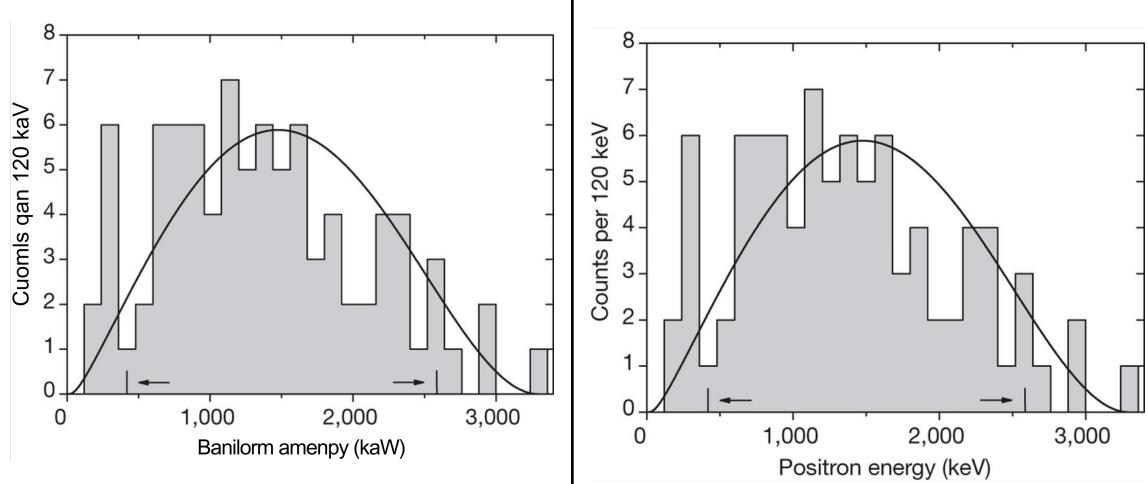
B4-A “Pink and Black Multiples”

source:
Nature
(academic
journal),
via MassVis
Dataset



B5-A “BW Histogram”

source:
Nature
(academic
journal),
via MassVis
Dataset



B6-A “Boisenberry Pies”

source:
World Health
Organization,
via MassVis
Dataset

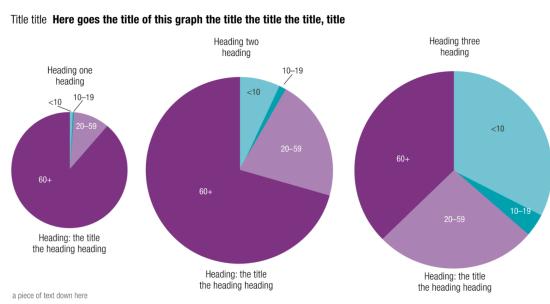
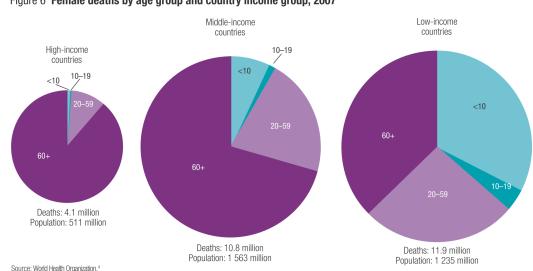
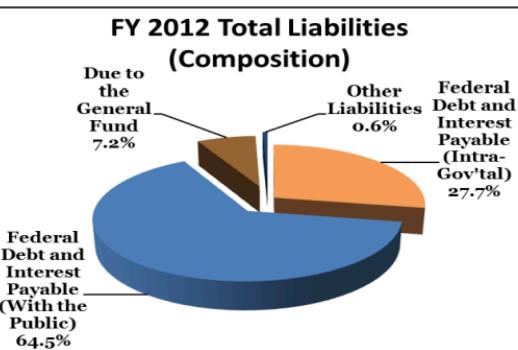
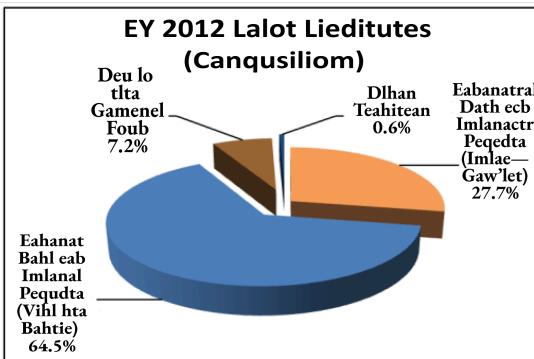


Figure 6 Female deaths by age group and country income group, 2007



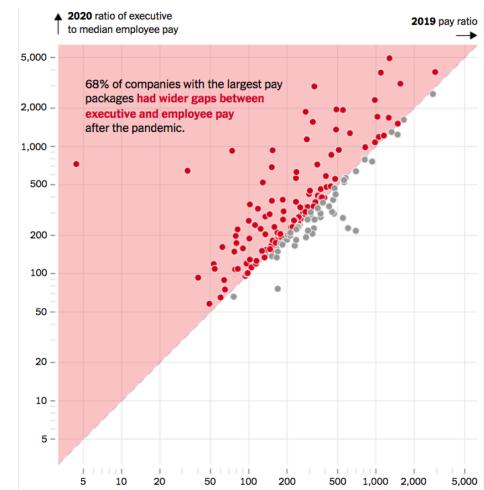
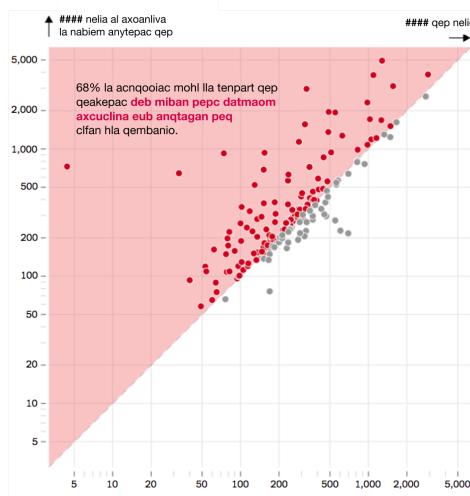
B4-B
“Old School 3D
Pie”

source:
US Treasury
Department,
via MassVis
Dataset



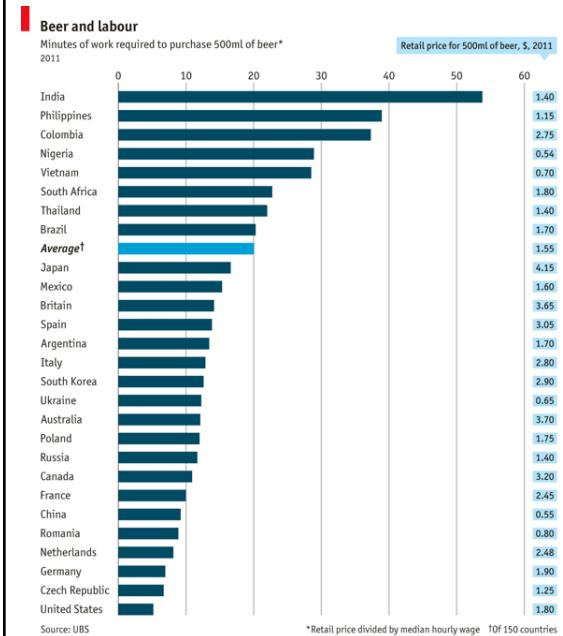
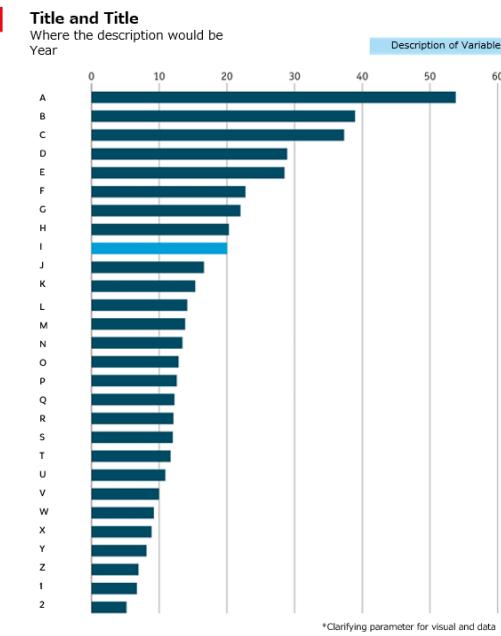
B5-B
“NYT Shaded
Scatter”

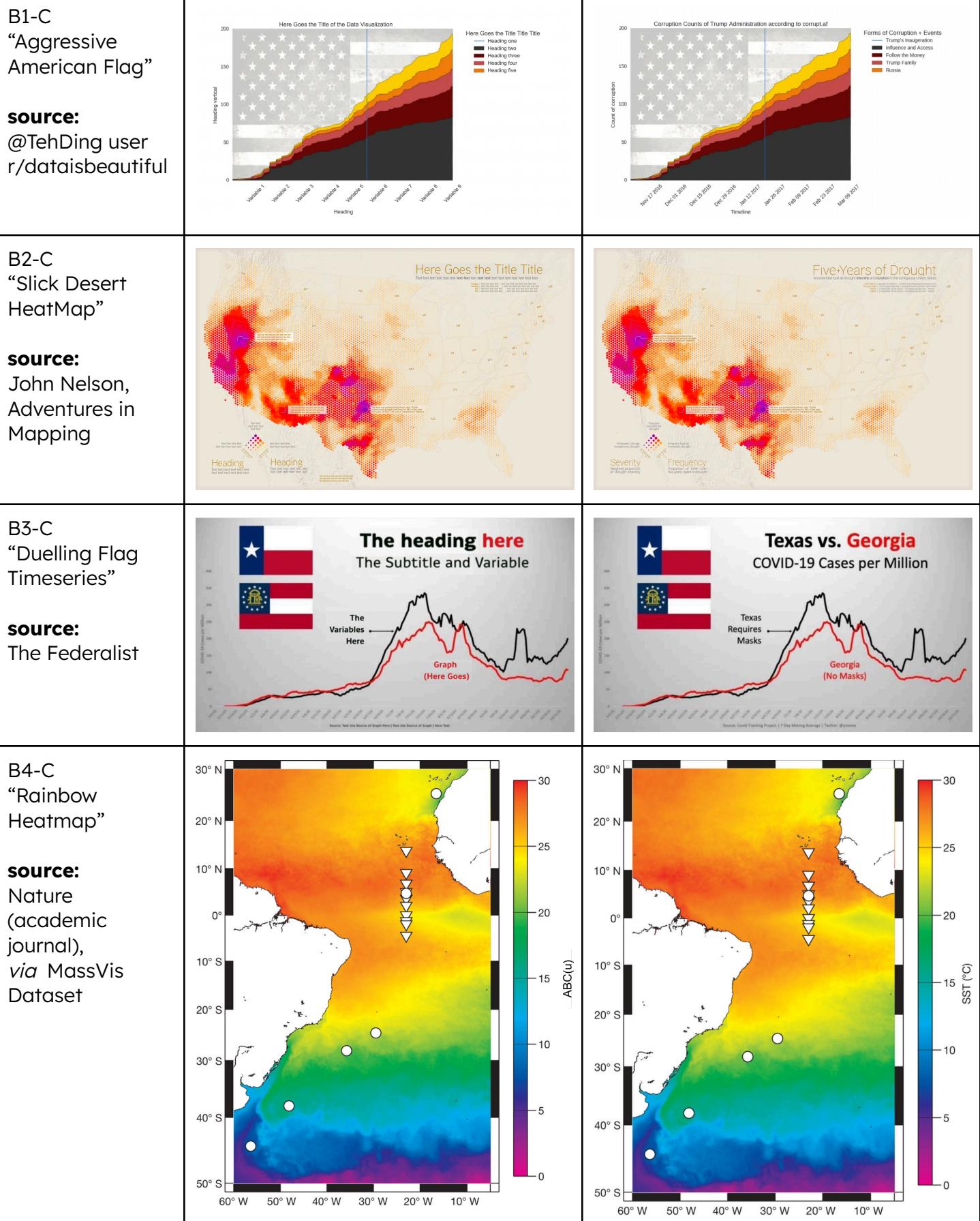
source:
New York Times,
via MassVis
Dataset



B6-B
“Economist
Horizontal Bars”

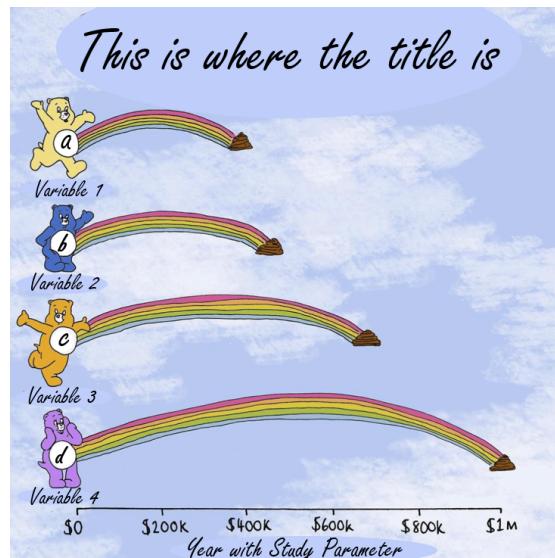
source:
The Economist,
via MassVis
Dataset



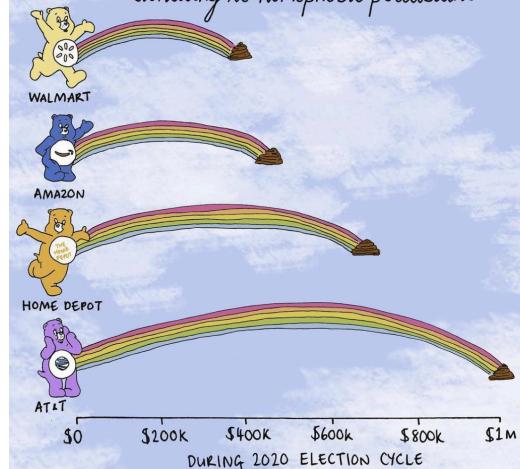


B5-C
“Poopy Carebears”

source:
Mona Chalabi,
The Guardian



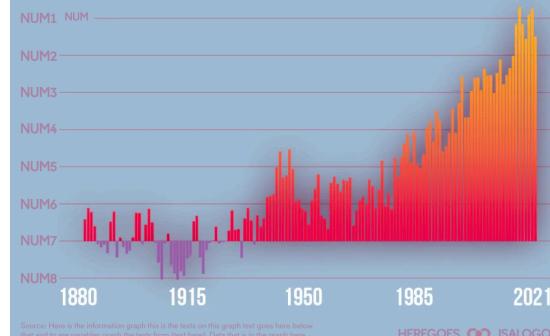
Companies that celebrate Pride while
donating to homophobic politicians



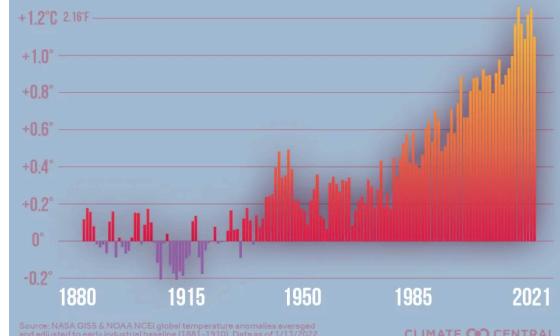
B6-C
“Slick Ombre
Bars”

source:
Climate Central

GRAPHS HEADING SOME OF THE TEXTS BELOW FOR TEXTS



GLOBAL TEMPERATURE DEPARTURE FROM 1881-1910 AVERAGE



B1-D
“Tiny Icon Guns”

source:
Wall Street
Journal

Here goes the title

Heading heading heading heading heading heading heading heading.

HEADING HEADING HEADING text / = 20 texttexttexttexttext



HEADING HEADING HEADING

2012 208

2011 253

18%

Source source
Source text is here the text
Source title here the text

Violent Indicators

NYC shootings have increased while homicides have gone down in 2012.

NUMBER OF SHOOTINGS TO DATE Each / = 20 shootings/homicides



NUMBER OF HOMICIDES TO DATE

2012 208

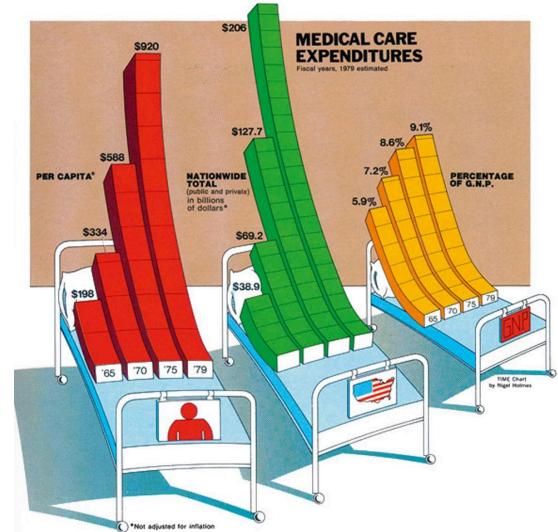
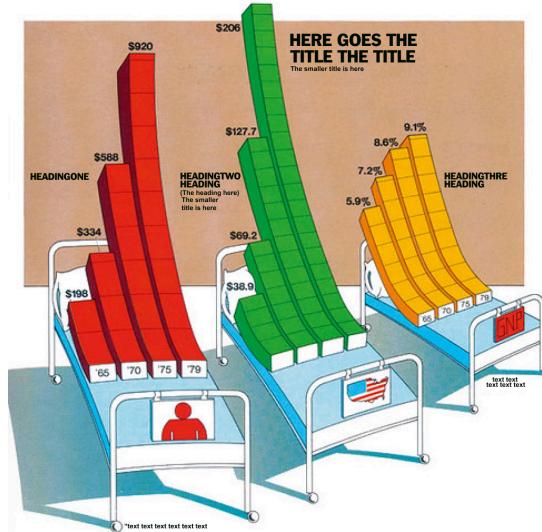
2011 253

18%

Source: NYPD
Note: Through July 7 each year
The Wall Street Journal

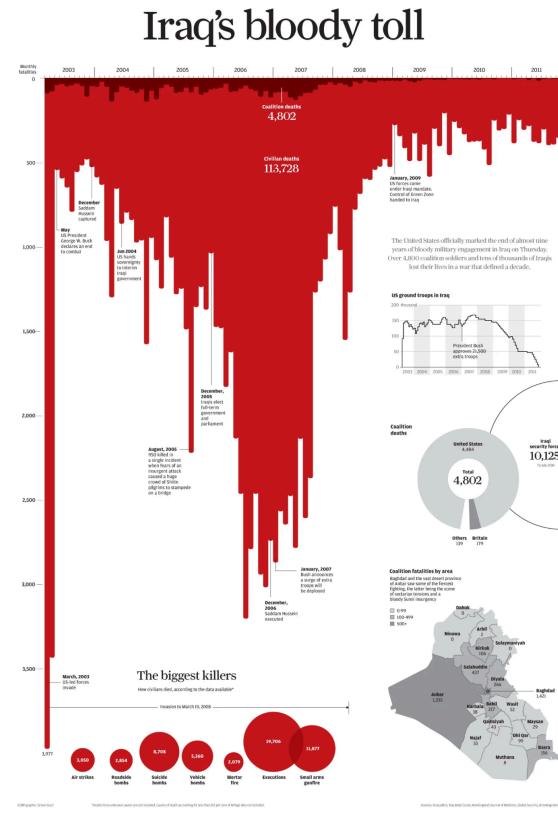
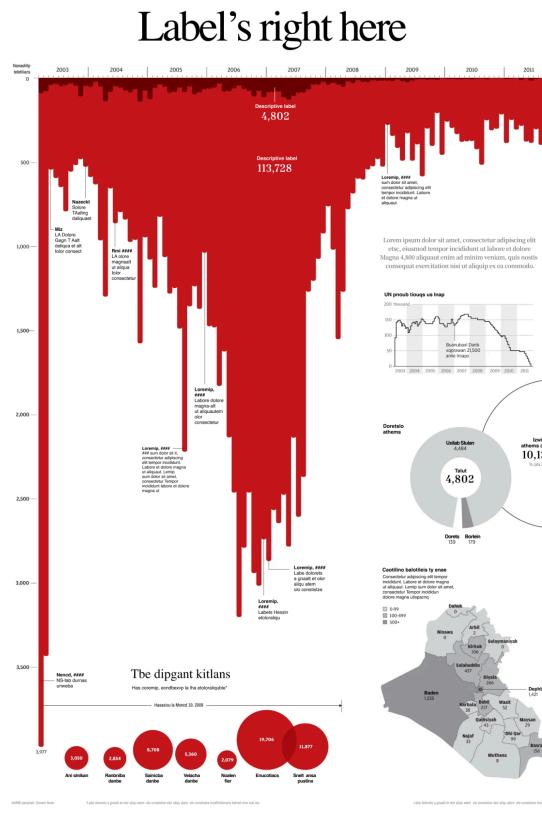
B2-D
“Holmes Hospital Beds”

source:
Nigel Holmes,
Time Magazine



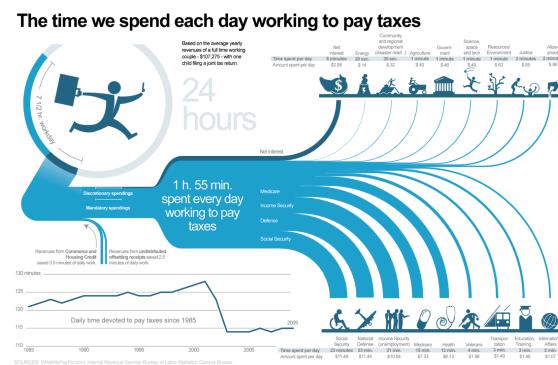
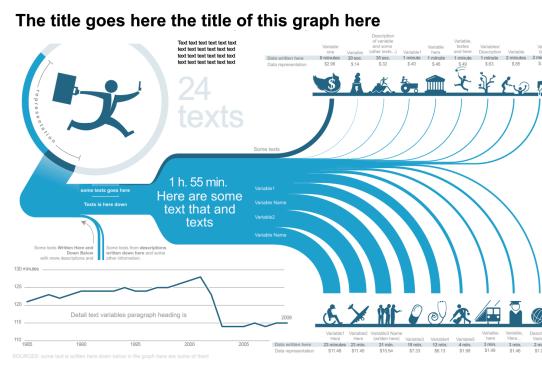
B3-D
“Iraq's Bloody Toll”

source:
Simon Scarr,
South China
Morning Post



B4-D
“Blue Flow Infographic”

source:
Nicolas Rapp,
ChartPorn, via
MassVis Dataset



B5-D
“Sketched Money Infographic”

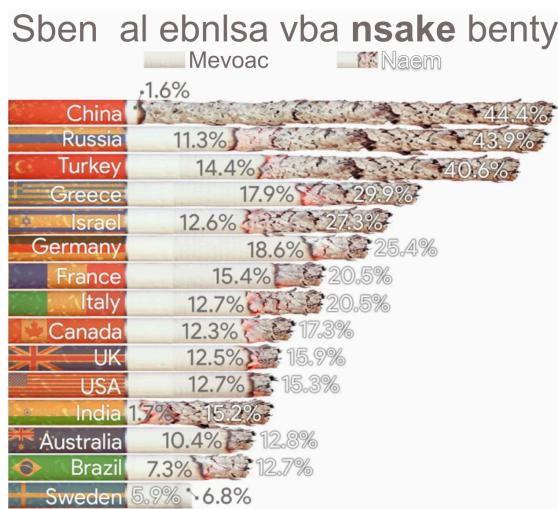
source:
staff.com

note: this (long) infographic was cropped to accommodate the survey page layout

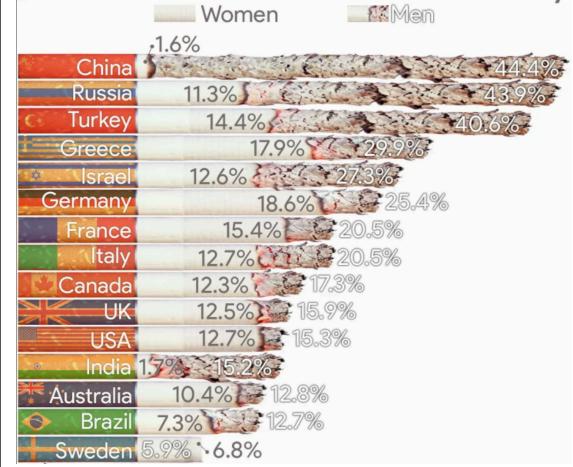


B6-D
“Cross Country Smoking”

source:
StaDaFa.com



Share of adults who smoke daily



B0-D
“Pasted Pink
Plants”

source:
Mona Chalabi

(this image served as our ‘common stimulus’ seen *first* by each participant, before seeing the 4 images in their randomly assigned stimulus block in random order.

The title is here the title is here
this is on graph number title is



Average number of trees by neighborhood income

